Unit 10: Listening Practice

1 2.01 **Listen to a woman talking about her company on the radio. Decide if the statements are *true* (T) or *false* (F).**

1 Cynthia is used to being on the radio. ____

2 Her company exclusively makes woollen clothing. ____

3 The business developed from her hobby. ____

4 At first the clothes were sold only in local shops. ____

5 Cynthia took a course in clothing design. ____

6 Product placement boosted sales. ____

7 The jumpers are still hand-knitted. ____

8 Cynthia doesn't want anything to do with woolly clothes in her retirement. ____

2 Listen again and choose the correct option.

1 Why is the company name not really appropriate now?

a None of the clothes are made from wool.

b The clothes are made from several different materials.

c Most of the clothes are made from cotton.

d The clothes are for all seasons.

2 How did Cynthia feel about her early business?

a She was surprised at its success.

b She enjoyed her popularity.

c She was overwhelmed by the amount of orders she was receiving.

d She was disappointed.

3 The Woolly brand sells itself because

a the garments are expensive.

b the garments are unique.

c the garments are only made from good quality materials.

d a well-known celebrity advertises them.

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4 Which country outside Britain did she first sell her clothes to?

a France

b Germany

c USA

d Denmark

5 When did she first realise the importance of brand loyalty?

a From the beginning.

b When she got mail from different countries.

c When clients began to order tops in advance.

d When customers wrote to her personally.

6 Now her problem is that

a she doesn't speak any Asian languages.

b she needs to employ more people.

c she needs to find reliable sales people.

d she needs a translating program for Asian languages.

7 What is her main focus for the future?

a to work on new designs and materials

b to expand into warmer markets

c to retire

d to learn another language quickly

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